



# HOCKEY CANADA



## JOB POSTING

**POSITION:** COORDINATOR, SOCIAL MEDIA

**EMPLOYEE:** VACANT

**REPORTS TO:** MANAGER, SOCIAL MEDIA

**LOCATION:** CALGARY

**STATUS:** 24 MONTH CONTRACT

**DATE:** 2013

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### **THE ORGANIZATION:**

World sports leaders, Hockey Canada is the governing body for hockey in Canada and a member of the International Ice Hockey Federation (IIHF), with a membership through its 13 provincial branch associations of over 700,000 players, coaches and officials. Hockey Canada is a not-for-profit organization that creates leading-edge hockey development programs for its members to deliver in communities across Canada, provides consistent rules and regulations and various other membership services from coast to coast, manages numerous regional, national and international hockey championships and events, and leads the operation of all teams that represent Canada in international hockey competition. Hockey Canada's mission is to "lead, develop and promote positive hockey experiences."

### **GENERAL RESPONSIBILITIES:**

- Update and improve Hockey Canada's comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership and traffic across all digital brands and implement and manage social media programs.
- Strategic and creative thinker with the ability to take larger strategy and insights and translate into ideas and executable plans in the social media space.
- Leverage social networks to build affinity with our company, product or issue position.
- Develop and manage online strategic partnerships for events and initiatives.
- Strategize with and educate the management team and others across the company on incorporating relevant social media techniques into the corporate culture and into all of the company's products and services.
- Monitor trends in social media tools, trends and applications and appropriately apply that knowledge to increasing the use of social media at Hockey Canada.
- Contribute strategy and solutions to new business efforts.
- Must be a subject matter expert on social media tools while possessing the ability and patience to educate internal/external audiences.

- Integrate features between Hockey Canada website and other social networking websites.
- Collaborate with internal design team to incorporate captivating social networking features into design templates.
- Measure the impact of social media on the overall marketing efforts.
- Monitor social networks for potential threats or opportunities. (Brand protection)
- Be the eyes and ears of our brand as if your own reputation depended on it.
- Create and update daily, weekly and monthly reports.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the social media campaigns.
- Ability to establish measurements and success metrics where standards do not exist.
- Conduct keyword research including cataloging and indexing target keyword phrases.
- Identify threats and opportunities in user generated content surrounding our brand, report to appropriate parties.
- Ability to quantitatively assess Web analytics and data to adapt creative and business objectives in response to market feedback and user activity trends.
- Ability to build and implement online advertising on social media channels
- Experience with social media monitoring software (Radian 6 or comparable)
- Establish relationship with internal key content providers
- Conduct online research to identify Web sites and online influencers for outreach
- Strategize with communications and marketing teams and others across the company on incorporating relevant social media techniques into the corporate culture and into all of Hockey Canada's products and services.
- In collaboration with the Manager, Social Media, develop online outreach strategy.

#### **ESSENTIAL SKILLS:**

- Ability to manage multiple projects at once
- Being Bilingual in French and English would be an asset
- Demonstrated and extensive social media experience
- Actively participating in a wide variety of social media activities such as community development and management, social bookmarking, commenting
- Data analysis skills would be an asset
- Strong judgment and decision making skills
- Strong interpersonal skills
- Sports content experience and strong hockey knowledge are assets
- Experience with social media monitoring software (Radian 6 or comparable) – an asset

Qualified applicants are invited to submit their resume and salary expectations by November 19, 2013 by 9:00 am (MST) to:

Manager, Human Resources  
 Hockey Canada  
 Suite 201, 151 Canada Olympic Road SW  
 Calgary, AB T3B 6B7  
 Fax: (403) 777-3635  
 E-mail: [jobs@hockeycanada.ca](mailto:jobs@hockeycanada.ca)